

MARKETING (BS)

Chair: Gregory R. Wood

Introduction

Marketing is a thrilling and dynamic discipline that helps organizations and individuals become successful by building relationships with customers and other stakeholders and creating products and services that are valued by customers. Every year excitement comes from new product launches, popular advertising campaigns, social media and innovative approaches to doing business in traditional industries. Marketing is global, fast-paced and rewarding. Marketing offers students the opportunity for an exciting career anywhere in the world. Marketing positions are available in all types of global industries ranging from financial services and health care to high technology and telecommunications. The marketing major is designed for students who want a balanced career that rewards both creativity and the ability to achieve strategic objectives.

Marketing positions are available in a variety of consumer, industrial and institutional market areas, including such non-business fields as health care, government administration and cultural development. The marketing program is designed for those who wish to pursue careers in international marketing, brand and product management, global retailing, e-tailing and distribution, marketing research, fashion merchandising, electronic and Internet marketing, sales and sales management.

The marketing curriculum is designed to help students achieve a number of important learning goals (see Learning Goal section below). The faculty annually conduct assessments to determine how well students are progressing toward the achievement of these goals. A process of continuous quality improvement based on these assessments is used to make decisions about curriculum, instructional methods, and the expected goals and objectives. This process is responsible for helping Canisius College maintain a marketing program worthy of national recognition and accreditation by the most well respected professional and academic accrediting organizations in the world.

Qualifications

Students must maintain a 2.0 GPA in their major and a 2.0 overall GPA to graduate with a degree in Marketing. All students must complete a minimum of 120 credit hours to graduate.

Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Fashion Institute of Technology

This program combines professional fashion-related education with marketing courses to provide a concentration for students interested in a career in the fashion industry. Students accepted into the program typically spend their senior year in New York City at the Fashion Institute of Technology completing practical coursework in fashion marketing and merchandising leading to an Associates Degree. Students in the program satisfy their Bachelor of Science degree in Marketing using a modified curriculum and therefore should consult with the program director early

in their college career (freshman or first semester sophomore year). For further information, contact Dr. Gregory Wood, the F.I.T. program director.

Major Experiences

All students are strongly encouraged to become involved in the Canisius College American Marketing Association (CCAMA) beginning in their freshman year. This organization offers important extra-curricular programs designed to connect students with the business community and help them develop a greater understanding of how marketing concepts are applied in the business world. Participation in this organization is an essential part of your preparation for professional life.

Career Preparation

All marketing majors are expected to begin planning for their business careers as early as the freshman year. This planning process typically involves taking advantage of the career services offered by the Griff Center for Student Success located in Old Main 016. These services include assessment tools for identifying attractive careers, resources for researching and exploring different careers, instruction in how to utilize various online tools for conducting a job search, preparation of resumes, interview skills training and other professional development services. The Griff Center staff offers a variety of workshops and seminars as well as providing one-on-one counseling and training to assist students preparing for the world of work. Finally, the Griff Center is the primary point of contact for employers seeking to hire students for internships and full-time jobs. Therefore, it is in students' best interest to work closely with the Griff Center throughout their college years to prepare for their future career.

Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per college policy, each additional major requires a minimum of 15 credits that do not apply to the student's first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree unless the complete the dual degree (<https://catalog.canisius.edu/undergraduate/academics/curricular-information/>) requirement including at least 150 undergraduate credit hours, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. To receive a minor, the student must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (<https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17>) and in the catalog (<https://catalog.canisius.edu/undergraduate/minors/>) and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework

may be required. Students must complete the appropriate minor request form.

Curriculum

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All undergraduate students must complete either the Canisius Core Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum/>) or the All-College Honors Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program/>). Many schools refer to their college-wide undergraduate requirements as "general education" requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

Free Electives

Students may graduate with a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

Major Requirements

Code	Title	Credits
Business Core		
Required courses for all business majors (http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/)		49-51
Marketing Major Requirements		
MKT 320	Consumer Behavior	3
MKT 350	Digital Marketing	3
MKT 371	Marketing Data Analytics	3
MKT 401	Cases in Marketing Management	3
Elective Requirements		
Marketing Electives (3 Courses) ¹		9
Total Credits		70-72

¹ To fulfill this requirement, students may take three additional marketing (MKT) courses or at least two MKT courses and one of the following courses: COM 211, COM 311, COM 312, COM 414, ECO 310, or ISB 340. Students that wish to apply more than one non-marketing course to fulfill their marketing elective requirement must receive prior approval from the department chairperson.

Additional Information about the Marketing Curriculum

Cases in Marketing Management (MKT 401) is the capstone course in marketing and requires senior standing. It is also presumed that students will have completed all other required marketing courses prior to taking MKT 401. This course is not a substitute for the Core Capstone course that is a requirement of the College Core Curriculum.

Marketing Major Electives

The curriculum for marketing majors is designed to give students a breadth of knowledge in a variety of business functions as well as a depth of understanding in traditional marketing areas. Marketing electives can be used by students to pursue specific topics based on their interests or career

aspirations. Marketing majors are required to take three (3) elective courses (9 credit hours) in marketing or a related discipline.

Additional Course Considerations

Internships qualifying for three hours of academic credit are available to upper-division students majoring in marketing. These involve a work-and-study situation with faculty supervision. Many are paid. Students desiring internships for credit must meet certain departmental requirements. For further information, contact the department chair.

Roadmap

Recommended Semester Schedule for Marketing Major

Freshman	
Fall	Spring
ENG 111	ENG 112
RST 101	MAT 106 (or A&S elective if MAT 106 was taken in the fall)
MAT 105	PHI 101
ECO 101	ECO 102
ISB 101	MKT 201
BUS 101	
Sophomore	
Fall	Spring
MGT 101	FIN 201
ACC 201	ACC 202
Field of Knowledge 4 (History)	ECO 256
ECO 255	BUS 201
Arts & Science Elective	Field of Knowledge 3 (Arts)
	Arts & Science Elective
Junior	
Fall	Spring
MKT 320 ²	MGT 370
MGT 325	Field of Knowledge 2 (Philosophy)
Field of Knowledge 1 (Religious Studies)	MKT 371
MKT 350 ²	MKT Elective
Field of Knowledge 6 (Science)	Free Elective
	BUS 401
Senior	
Fall	Spring
MKT 401 ³	MGT 446 (Core Capstone)
MKT Elective	MKT Elective
Arts & Science Elective	Arts & Science Elective
Arts & Science Elective	Free Elective
Free Elective	Free Elective

¹ Students are strongly encouraged to complete MKT 201 during their sophomore year since it is a prerequisite for required marketing courses taken in the junior and senior year. Failure to complete MKT 201 during the sophomore year may delay your graduation date.

² Consumer Behavior (MKT 320) and Digital Marketing (MKT 350) are only offered during the fall semester. Students are strongly encouraged to take these courses during the fall of their junior year to avoid a delay in their graduation date.

³ Cases in Marketing Management (MKT 401) is the capstone course in the marketing program and is only offered during the fall semester. Students are strongly encouraged to complete all other required marketing courses prior to their senior year. In addition, students are strongly encouraged to take MKT 401 during the fall of their senior year to avoid delays in their graduation date.

Note: All students must complete a total of 60 hours of Arts and Science courses. We strongly recommend that students run a Griff Audit to check for this and any other additional requirements.

Learning Goals & Objectives

Student Learning Goal 1

Marketing Majors will demonstrate knowledge of the principles of marketing.

Students will:

- Objective A: Identify the elements of the marketing mix and demonstrate knowledge about how they provide value to the end user;
- Objective B: Identify the elements of the promotional mix and demonstrate knowledge of their role in marketing;
- Objective C: Identify the stages of the product lifecycle and demonstrate knowledge of how marketing activities change as products move across the different stages.

Student Learning Goal 2

Marketing Majors will demonstrate an understanding of quantitative marketing techniques.

Students will:

- Objective A: Demonstrate skill in performing pricing calculations;
- Objective B: Analyze marketing research data and communicate its results;
- Objective C: Demonstrate skill in deriving marketing insights from analyses of data and facts.

Student Learning Goal 3

Students demonstrate an understanding of domestic buyer behavior.

Students will:

- Objective A: Demonstrate knowledge of learning processes buyers go through in purchase decisions;
- Objective B: Students will demonstrate they know how to apply knowledge about differences between buyers on culture, perceptions, preferences and behaviors for domestic marketing decisions.

Student Learning Goal 4

Students demonstrate an understanding of international marketing.

Students will:

- Objective A: Demonstrate knowledge of the behaviors and influences on behavior for foreign buyers;
- Objective B: Demonstrate knowledge about the different market environments found in foreign countries;
- Objective C: Demonstrate understanding regarding how to adapt domestic marketing programs to the global market.

Student Learning Goal 5

Students demonstrate the ability to solve and communicate solutions to applied marketing problems.

Students will:

- Objective A: Demonstrate the ability to create solutions to marketing situations that require multi-disciplinary integration;
- Objective B: Demonstrate an ability to critically evaluate marketing programs and their performance.

Courses

MKT 201 Principles of Marketing **3 Credits**

Introduction to the concepts, issues and opportunities associated with marketing management. Marketing strategy, buyer behavior, new product development, product management, price, promotion and channel decisions within context of overall environment and the cornerstones of this course.

Offered: every fall & spring.

MKT 314 Retailing **3 Credits**

The retailing industry is undergoing tremendous disruption with the explosive growth of e-commerce. Multi-channel retailing is becoming the norm and the marketing challenges are many, including delivery of omni-channel customer experiences. This course is a study of the many challenges in retail management today using one of the leading textbooks on the topic. Student activities in the course include midterm and final exams, assignments and discussions.

Prerequisite: MKT 201.

Offered: occasionally.

MKT 320 Consumer Behavior **3 Credits**

Application of concepts drawn from the behavioral sciences (i.e., anthropology, sociology and psychology) to provide insight into consumer decision-making and buyer behavior.

Prerequisite: MKT 201 or permission of instructor.

Offered: every fall.

MKT 350 Digital Marketing **3 Credits**

This course aims to provide students with insight on how modern industry is adopting new emerging media and technologies as marketing tools.

Many innovative and evolutionary technologies/media will be introduced, such as blogs, mobile media, in game advertising, virtual reality, hologram, touchscreen, social media, information kiosk in retail setting, including evolved formats of traditional media (e.g., 3-D TV, HD radio, and digital outdoor media). Formerly MKT 450.

Prerequisite: MKT 201.

Offered: every fall.

MKT 370 Social Media Marketing **3 Credits**

Exact topics to be covered depend on recent advances and applications in digital marketing and social media.

Prerequisite: MKT 201.

Offered: occasionally in fall.

MKT 371 Marketing Data Analytics **3 Credits**

Use of software tools such as Excel, Power BI, Tableau, to analyze marketing data and make informed decisions.

Prerequisite: MKT 201.

Offered: every spring.

<p>MKT 397 Search Marketing: SEO & PPC 3 Credits</p> <p>Search Engine Marketing (SEM) has become one of the most important marketing strategies for business organizations. SEM involves a variety of techniques designed to increase a company's visibility on popular search engines like Google, Yahoo and Bing. The course will cover Search Engine Optimization (SEO) strategies involving website development and web analytics as well as Pay-Per-Click (PPC) strategies using advertising programs like Google AdWords. As companies increasingly compete to drive customers to their websites, the skills covered in the course are becoming essential for modern marketing professionals and web designers.</p> <p>Prerequisite: MKT 201.</p> <p>Offered: occasionally in spring.</p>	<p>MKT 453 IMC Master Class II 3 Credits</p> <p>Instructor Approval. Students will continue working on the projects that were started in IMC Masterclass 1. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.</p> <p>Prerequisite: MKT 201, MKT 338, MKT 350, MKT 370, MKT 397.</p> <p>Offered: every spring.</p>
<p>MKT 401 Cases in Marketing Management 3 Credits</p> <p>Case analysis is used to apply advanced practices and policies concerning product, price, promotion and supply chain marketing to marketing decision making.</p> <p>Prerequisite: FIN 201, ACC 201, ACC 202, MGT 325 (or either MGT 335 or MGT 336), MKT 201, & MKT 320.</p> <p>Offered: every fall.</p>	<p>MKT 478 Global Logistics 3 Credits</p> <p>This course is an introduction to global logistics and the transportation aspects of the distribution of goods. The advantages and disadvantages of the different modes of transportation and their impact on business decisions are explored in detail. Counts as a Marketing elective.</p> <p>Prerequisite: MKT 201 and either MGT 325 or MGT 336.</p> <p>Offered: every spring.</p>
<p>MKT 405 Service Marketing 3 Credits</p> <p>Excelling in service management, from delivery to recovery, is the foundation for success in many industries today. The focus of this course is on the knowledge needed to develop and maintain strong customer relationships that improve customer satisfaction and retention. Customer satisfaction and retention are drivers of success for industries such as financial services, professional services, transportation, healthcare and hospitality industries.</p> <p>Prerequisite: MKT 201.</p> <p>Offered: occasionally.</p>	<p>MKT 496 Marketing Internship 1-6 Credits</p> <p>All for-credit internships require non-routine job experience that links academic concepts with practical experience. Involve supervision by faculty and student demonstration of academic value through papers and reports.</p> <p>Prerequisite: student must complete a WSB Internship Application and obtain the approval of a faculty supervisor, department chair, & associate dean.</p> <p>Offered: occasionally.</p>
<p>MKT 446 Global Marketing Strategy 3 Credits</p> <p>Marketing in the global environment.</p> <p>Offered: every spring.</p>	<p>MKT 497 Fashion Industry Studies 15 Credits</p> <p>This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the fall and spring semester.</p> <p>Prerequisite: approval of chair or FIT coordinator.</p> <p>Offered: every fall & spring.</p>
<p>MKT 452 IMC Master Class I 3 Credits</p> <p>Instructor Approval. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.</p> <p>Prerequisite: MKT 201, MKT 338, MKT 350, MKT 370, MKT 397.</p> <p>Offered: every fall.</p>	<p>MKT 498 FIT Internship II 15 Credits</p> <p>This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the spring semester.</p> <p>Prerequisite: approval of chair or FIT coordinator.</p> <p>Offered: occasionally.</p>
	<p>MKT 499 Marketing Independent Study/Research 3 Credits</p> <p>Study and work with a faculty supervisor. Project to be determined by faculty agreement. Independent studies require an application and approval by the associate dean.</p> <p>Prerequisite: student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.</p> <p>Offered: occasionally.</p>